

I became an IBO in May of 1978. Prior to that, my late wife and I were customers for 7 years. Since then the business has provided additional cash flow and the advantages of small business ownership. The serendipities include great friendships, better interpersonal skills applicable to all areas of our lives and great lessons in attitude that stood us well during her long and ultimately unsuccessful battle with cancer.

Even though we were customers, we did a thorough look at the business, it's principles and the people we would be involved with before joining. We have always extended to our prospective partners the same kind of due diligence opportunities of taking their time to meet other IBOs, review materials and sample the products and services.

Like any commissionable activity (and I have been a commissioned sales person for years) success is not guaranteed, but a function of one's effectiveness. I know our line of sponsorship is careful to emphasize that.

Let me comment on some of your proposed rules.

Why would the FTC consider a seven-day waiting period for a business investment that is 100% money back guaranteed? When I sell something to a business, there is no guarantee that they will profit. There are too many other variables, including their effort, effectiveness, etc. To carry this to an extreme, does everyone making any sort of business purchase need a waiting period?

We provide references to our prospective partners. They are invited to various functions where they can meet IBOs and ask as many questions as possible. They have phone access to other IBOs. I would want my prospective IBO to talk with IBOs in my line of sponsorship rather than someone "local" who is in a sense a competitor and might have a different perception of the business.

Why would this business need to disclose litigation any more than any other business. Does the automotive manufacturer or dealer disclose all litigation or recalls to the consumer?

As I have said, earnings are a function of effectiveness. We share the FTC approved income statistics (SA-4400, etc.) as well as personal data. What further detail is required? The prospective IBO can easily determine their potential by reviewing the existing materials.

I understand that there are fly by night operations and some businesses that do not operate with the integrity of the Quixtar business. I also understand that

free enterprise and our economic system allows people the freedom to succeed or fail on their own as well as take responsibility for their own decisions. I do not believe that our business model requires additional policing.

Please feel free to contact me at if you would like further information.

David Gordon